

California Freedom

October 2003

The official publication of the **Libertarian Party of California**

Libertarian Candidates for Governor

In the recall election the LPC is running more than one candidate— isn't everyone? Happily, libertarian principles have been getting exposure by even non-LP candidates, such as Republicans Rich Gosse and Tom McClintock. Here we profile the two official LPC candidates, Ned Roscoe, endorsed by the Party, and John J. "Jack" Hickey.

Ned Roscoe

Ned Roscoe is the only gubernatorial candidate to be endorsed by the Libertarian Party of California.



• **LPC endorsed gubernatorial candidate Ned Roscoe**

A novice as a candidate for public office, his campaign motto is: "No new taxes, no new laws, get the work done." He says that

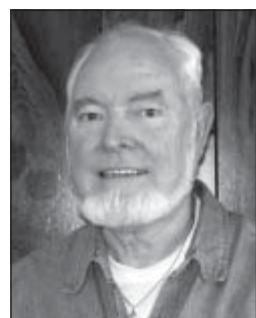
• See **Roscoe** page 2

Jack Hickey

Jack Hickey is Chair of the San Mateo County Libertarian Party, and was recently elected to the board of directors of Sequoia Healthcare District. A native New Yorker, he left home to join the U.S. Navy in 1953, later parlaying his Navy electronics training into a career in electronics and electro-optics in California. Hickey holds 28 patents in those technologies.

As Governor, Hickey would seek to govern the agencies *created by the people* and their representatives, and reduce governance of the people. His goal is to restore responsibility and authority, and thereby self-esteem, to people. He would seek legislation to facilitate the dissolution of "Special Districts," including the Sequoia Healthcare District, which are no longer performing the functions for which they were created.

Hickey proposes that the assets of these Districts, estimated at nearly \$20 billion, be lent to the State to resolve the budget crunch, and restore the State's credit rating.



• **John "Jack" Hickey**

Over the years, Mr. Hickey has been actively involved in politics, as an advocate for limited gov-

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Candidates' Identity Crisis?

Two other gubernatorial candidates might have blipped onto your radar screen.

Ken Hamidi is registered Libertarian but considers himself independent.

Logan Darrow Clements is registered Republican but considers himself a libertarian. And just when you thought California politics couldn't possibly become more entertaining!

Hamidi, an engineer and MBA, believes that our deficit is not due to a lack of revenue but that it's a spending problem. As governor, he would create incentives for employers to keep jobs in California. But he advocates government action to bridge the gap between those qualifying for MediCal and those with quality coverage through their employer, stating that too many working Californians have insufficient health coverage.

Hamidi immigrated from Iran in 1978, becoming a citizen in 1986, the same year he was hired by Intel Corp., against whom he won a lawsuit this year upholding freedom of speech on the Internet.

You can learn more about Hamidi at www.GovernorKen.org.

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• **Don McDonald, manager of the Bascom Avenue Cigarettes Cheaper! shop in San Jose, shows off the "Roscoe for Governor" campaign display he created.**

So You Want to Be Governor?

We at *California Freedom* think it's unfair that only a measly 135 Californians are getting to publicize what they would do if elected governor. We thought we'd give other worthy folks a chance to advise whoever winds up being our governor on October 8. They came up with some innovative solutions, which might even inspire you to create your own new project to decrease government. Enjoy!

Richard Terrill
Citizen, Politically Independent

1. *Read the Constitution of the United States of America.*

The Cato Institute will send you a complimentary copy. Understand how amazingly limited the power of the federal government is supposed to be.

2. *Read the Constitution of California.*

Understand that whatever powers the U.S. Constitution did not reserve for the federal government fall to California. Understand how vast—and dangerous—the power of the state can be.

3. *Understand that running a state is a business.*

There is income and there are expenses. Without enough income, you won't cover the expenses. Raising income by taxing has an upper limit—cross that limit, and you suddenly have very little income, no matter how much more you try to raise. Aviation provides a perfect metaphor. A wing represents the people of the state. The angle of attack is the tax rate. Lift is tax revenue. You keep getting more lift as you continue raising the angle of attack of the wing. But at the critical angle of attack the airplane stalls and you lose

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Continuing the Conversation



FROM THE CHAIR

Recall. Recall. Recall.

With 135 candidates on the ballot for Governor, it's not easy for any one candidate to be heard above the background noise, unless you're willing to spend an exorbitant sum of money.

Especially in large races (i.e., State Assembly and higher), being a Libertarian candidate is a lot like being a firefly next to a spotlight...you're nearly invisible. The first time most voters will see a Libertarian candidate's name is in the voting booth, when it's too late to influence their vote. Because of the enormous expense of communicating to voters, a Libertarian's vote percentage is typically not a function of the quality of his campaign; rather, it's a function of how bad the opponents in his race are.

Some Libertarians who know of my successes in local non-partisan races hear me say that and conclude that I must be opposed to our running candidates in partisan races. That's simply not true. In fact, it's vital that we run candidates for these races, but not for the reasons you might believe.

Your vote percentage is typically a function how bad your opponents are.

So, what's the purpose of running candidates in races that are not yet winnable for us?

This answer will surprise you. The candidate's purpose is not to maximize his (or her) number of votes...unless it's a small, winnable race.

Many people who vote for Libertarians during one election cycle choose not to pull the Lib-

ertarian lever in another election cycle. Garnering 5% of the vote instead of 3%—assuming your campaign has the resources to accomplish such—does not result in progress, unless you know which people are voting for you. And you'll never know as long as we have secret ballots.



• Aaron Starr

As a Libertarian candidate in an unwinnable race, your purpose is to win over hearts and minds, one person at a time, if necessary. As a Libertarian candidate, you have a unique foot in the door where you can introduce our ideas to people who have been told all their lives that government is the solution, not the problem. To win them over, you need a way to continue the conversation...long after the campaign is over.

Instead of measuring progress by the number of votes, we should measure progress by the number of new members each candidate brings in. The annual dues they invest make it financially possible to continue the

conversation. And the more people we can find to contribute and to read our newspaper, the more likely we will be to convince them of the merit of our ideas.

Enlisting a growing number of people who choose to affiliate with us and our ideas is the building block of a successful movement. The seeds we plant and nurture today will create the harvests of tomorrow. ●

Toward liberty!

Aaron Starr
Aaron Starr, CPA, Chairman

Ned Roscoe

Continued from page 1

business as usual in Sacramento is bad for California, and that there are plenty of important laws to enforce now. Roscoe takes umbrage at the cliché that "That's O.K. for government work." He points out that citizens pay a lot for government and should be well served.

Roscoe believes that public officials must "abuse no one. Do unto Californians as you would have Californians do unto you," and he wants to earn respect for California.

Roscoe's family operates the Cigarettes Cheaper! retail chain, and his campaign platform is based on the premise that smokers are not fairly represented.

Roscoe sponsored Proposition 28 on the 2000 ballot that sought to eliminate the 50-cent cigarette tax that is used to fund smoking education for children. He said that if he can persuade those Californians who voted in favor of Proposition 28 to vote for him, he will take Gray Davis's place as governor.

Voting to repeal the cigarette tax were some 1.3 million people, which would be sufficient to put Roscoe into office in this unprecedented recall situation, with 135 candidates on the ballot.

Although Roscoe does not smoke, he empathizes with smokers, and points out that it's easy to pick on a group that's in the minority. Roscoe has been an outspoken advocate for smokers. On his web site, he writes, "No politician would think of treating you badly because you are Asian, Hispanic or African American."

You can learn more about Ned Roscoe www.SmokersParty.com. ●

FROM THE EDITOR



Poetic License

Thank you, dear readers, for your participation in California's historic recall election. I'm crossing my fingers and eyes that on Oct. 7 it has taken place, fraud was minimized, and a candidate with libertarian plans for us was victorious! Opponents' declarations to the contrary, this election richly demonstrates the capabilities of our government being run "by the people."

Gray Davis has panicked. He has changed his mind and approved issuing driver licenses to those who've flouted U.S. im-

migration law. The move seems a grave mistake in light of the terrorism-triggered tightening of immigration nationwide. Of course it is being interpreted as a desperate grab to save his job. Instantly, problems have cropped up: federal agencies who accept driver licenses as one form of valid I.D. fear that all measure of reliability will now be wrung from this document.

But given the disdain for the DMV and its notorious queues and bureaucracy, I have a prediction. The cleverest of illegal immigrants, those shrewd enough to have become established in what for them are lucrative work situations, being paid under the table, and so far



• Elizabeth Brierly

having evaded the INS, will steer clear of what could metamorphose into a trap. Immigrants to America are not usually thick-skulled! We attract the smart, ambitious, risk-taking sort who realize that America is the place where one's effort is rewarded. Probably most will remain under the radar. At least I hope so—every license we issue means higher spending! Um—

isn't that what landed us in this mess?

You authority-questioners may be positing that government shouldn't be in a position to license us in the first place. Exasperated with government intrusion, my uncle recently pointed out that after all, our forefathers who rode horses and drove carriages weren't required to be licensed.

Upon founding my firm I dutifully trotted down to my City Hall to fork over my "business license" fee. Did the City test my qualifications, so as to vouch for me with my prospective clients? Can they validate that I'm equipped to handle your editing needs? Of course not. Even if they were, would it be the government's stamp of approval you'd trust? "Business license fee" is a thinly veiled euphemism for yet another tax.

And here's the rub: government licensing—whether for driving, editing, serving food, or cleaning your garments—serves to criminalize activities that otherwise are perfectly innocuous. Let's get the government out of our affairs—and our wallets. ●

Toward greater liberty!

Elizabeth C. Brierly
Elizabeth C. Brierly, Editor



Letters to the Editor

Celebrating Freedom is Against the Law!

Depending on the route you took and the time of your flight, ["Sparkling New Lights of Liberty," August 2003, p. 2], one of those flickering lights you saw on July 4 might have been mine. One thing you didn't mention, which I think is very relevant to your theme, is the fact that most of those points of freedom-fighting light were probably in violation of the law: personal fireworks—even the "safe and sane" kind—are banned in communities and counties throughout the State.

I have always found it ironic that, on the night that Americans celebrate the rejection of oppressive government authority, a traditional expression of our exuberant independent spirit—the backyard or neighborhood fireworks display—is suppressed by government authority. My family and I have always approached our fireworks with great care and a sense of responsibility, ever since the days when such displays were not prohibited by law. For example, we

use a water hose to wet down the immediate area around the display, and keep a fire extinguisher at the ready, in case a spark manages to last long enough to land on and ignite dry brush over the fence, etc. (Understand that our risk of fire, even in the worst case, is minimal, but we don't want to leave the safety of ourselves or our neighbors to chance.) Of course, our fireworks are "safe and sane," purchased from upstanding civic organizations in a neighboring town—the only town in our county where fireworks sales are legal. None of that prevented an officer of the law from putting a stop to our fun, even as we could hear the booms and see the flashes of M80s and other, more dangerous fireworks that revelers were using on the beach, just a few blocks away. It was a "friendly" interchange, of course. There were no drawn weapons, no threats of arrest, jail, or fines. But we knew what the officer could do, if pressed, and he knew that we knew. So we knew the show was over when he asked, very politely, "that's the last one, right?"

Actually, it wasn't the last one;

we were about to light the last one, our grand finale. But we refrained and retired to the house after a quick clean-up of the fireworks debris. There's always next year, and now we have twelve months to change the law and legalize the celebration of freedom again in our town. Wish us luck, as recent history suggests we will need it. Whether or not we are successful in legalizing freedom, of course, we still intend to celebrate it. This is, after all, still America.

—James Merritt
Santa Cruz

Let's Terminate Bad Policy

If Arnold [Schwarzenegger] wins the governorship we will need to cover the parts of his planned policy that are not in line with ours, with petitioning [to place] bills onto the ballot and voting them into law.

We will probably need to do this on at least gun control and gun regulation.

—Steven Moses
Santa Ana

Hickey for Governor

Continued from page 1

ernment, local control, and education reform.

In 1979–80, while promoting his original Performance Voucher Initiative, Hickey's appearances as a radio talk show guest included *People are Talking*, Owen Spann, Michael Jackson (KABC), Rod Page (San Diego).

Hickey campaigned statewide in the Republican Primary in 1982 as a candidate for the

U.S. Senate seat vacated by S.I. Hayakawa. In 1984, Hickey was the Republican Candidate for Congress who ran against Tom Lantos. While holding a full-time job and spending less than \$5,000, Jack garnered about 29% of the vote.

You can learn more about the Hickey campaign by visiting: www.GovHickey.com. Contact Jack Hickey at (650) 368-5722 or Jack@GovHickey.com ●

Identity Crisis

Continued from page 1

Clements is running as the Objectivist candidate, promoting Ayn Rand's philosophy to all voters diligent enough to read the candidates' web sites and ballot statements.

A businessman and MBA, Clements's campaign motto is: "Maximize the Economy, Minimize the Government." His plan is to start an economic boom by lowering taxes and regulations, to cut government spending by more than 50% to end the debt, and to shift to pri-

vate schools for all: better quality, lower cost.

In 1997 Clements founded *American Venture*, a magazine featuring stories of entrepreneurs overcoming the odds and revealing how investors choose companies. Currently he is developing a television show, *Free Nation TV*, described as "true stories of citizens battling government tyranny."

You can learn more at www.ClementsForGovernor.com. ●

What Difference Can We Make?

by Edward Bowers
Chair, Media Relations Committee

Soon the recall election will be past us, and Libertarians can turn their thoughts to other questions. Questions like: "What will they cut from the book to get *Return of the King* to under three hours?"

If Orcs were on the march, would you make a stand at Helm's Deep or sail with the Elves to safer shores? I am probably the wimpiest, most cowardly person I know. That's why I take jobs like Assistant to the Director, not Puffy the Fascist Slayer. I signed the recall petition. I collected more signatures. I will vote for change. California may blow their chance and just replace one Democrat with another, or with a Republican who accounts for the same difference; that is the risk we took. But Libertarians put in a good faith effort. If the recall fails, how do we keep its spirit alive and continue the fight? As I've hinted before (and this is by no means an official Party action item), those who want big government can pay for it; the rest of us can opt out. Will I get 1.7 million to sign on? De-

pending on your level of bravery, you can make a unilateral pledge or simply make it contingent on another million or two making the same pledge. Your pledge to deny funds to the state can mean whatever you want it to: you will move; you will barter; you'll buy used from private parties; you'll pay cash. Or you may mean to volunteer yourself out of the state income tax.

One tax that is hard to evade in protest is property tax.

One tax that is hard to evade in protest is property tax. They know where you live. That is why the Libertarian Party must be the defender of property rights. When they start referring to 1978's Proposition 13 as "the third rail," hold on to your wallet. The Heelots are at the gates. (Yes, I started with Tolkien references; now I'm on to Capra.) They are on the attack, probing for weakness.

I hope that by October, there has been a statewide rally in sup-

port of Prop. 13, put on by the Libertarian Party. I'm not talking about a black-tie dinner. I'm talking about a rally, with signs and grassroots supporters cheering and standing firm against the horde of tax-and-spenders. We will take a page from the unions' book: What's ours is ours; what's theirs is negotiable. "What's that, my statist friend? It's unfair some people pay so much less than others? I agree. Some pay too much." If such a rally hasn't been held yet, it should. We might enlist the People's Advocate, the group born of Prop. 13 that gave us the recall petition, to co-host.

Keep that in mind on October 7 if you wake to an early case of post-ballot depression, wondering why you bother being registered to vote. We may not swing the election to our favorite Libertarian candidate, but there are good initiatives and there are bad ones (bonds, anyone?), and we can make a difference, peacefully. ●

Edward Bowers represents the LP of L.A./San Fernando Valley to the LPC Executive Committee, where he also serves as Media Relations Chair. He is an avid writer and director of public service announcement (PSA) videos with libertarian messages. He can be reached at EBowers@Mac.com.



CAMPAIGN 2004

Petition Drives Rev Up

We're getting closer to the home stretch of the petitioning and filing process for candidates running races in Campaign 2004.

Your help will be invaluable during this period when candidates seek to maximize the number of signatures on their petitions. Every single signature on a candidate's petition

is worth money, in the form of a pro-rated decrease in his or her filing fee.

Contact Ted Brown, the Chair of the LPC's Candidate Recruitment Committee, to learn who the candidates are in your district, and get involved! Help them take their rightful place on that ballot and reinforce the Libertarian message to voters. ●

Interested in helping? Contact Ted Brown at (626) 286-6124, or by e-mail at TedBrown1776@HotMail.com.

SO YOU WANT TO BE GOVERNOR?

Give us tax relief! California is one of the most highly taxed states in the union.

"Cancel the energy contracts that Gray Davis put into effect and save us a small fortune."

—Alberta B.
Library Assistant,
LPC Member, San Jose

Advertisement

MORE Discount Services for California Libertarians!

by Richard Rider
President, Economy Telcom

As you probably know, I run a regular monthly ad in this newsletter for my company's discount long distance phone service. As my Libertarian-related business has grown, so has the size of my ad.

What you may NOT know is that we at Economy Telcom offer some other discount services that you might want to take advantage of. Here are some:

1. Discount dial-around long distance service—like "10-10-321," but much cheaper. The rule of thumb is that if you see the dial-around ads on TV, they cost WAY too much. While less pricey, the mailed dial-around ads also cost too much. We've got a couple of inexpensive dial-around programs for both domestic AND international calling. The big advantage is that you don't have to change your long distance carrier. With a dial-around, you can make cheaper calls, while others can remain comfortable continuing to use their brand name, higher-priced long distance carrier! The dial-around bill is separate, so it is clear who made the calls.
2. Want to know who made which long distance calls? Sometimes with roommates, this is quite important. At no additional charge, we can provide account codes that will group the calls according to the originator. It's a handy feature for multi-user phones.
3. While most cell phones today offer free long distance calling, some of the older cell phone plans do not. We can offer a method of making those long distance calls inexpensively by programming in an optional special access number in your cell phone dialer.
4. If you have ever made international long distance calls from a cell phone, you were NOT happy with the bill. It usually costs DOLLARS per minute. We can provide you with an easy way to make such calls VERY cheaply, without having to punch in a bunch of extra numbers each time. Calls to Europe, for instance, can be done on your current cell phone for under a dime a minute.
5. Of course, while our LP ads have emphasized our "switched" long distance service for U.S. calling, we also offer terrific direct dial long distance plans for international calling. For instance, usually Europe can be dialed direct from home or business for 7 cents a minute or less, with no fees.
6. Interested in one of these advertised \$49.95 "one bill" plans that provide both a fully-featured local phone company line and unlimited long-distance calling? We offer that type of plan as well, using the EXISTING local phone company lines. If you are with SBC/Pacific Bell or Verizon, we will continue to use your same physical local phone lines, and you keep your present phone number. Plus, we include a couple of terrific features that the other "unlimited" plans don't provide.
7. We offer discount conference calling plans for up to 500 people at a time—available in both low cost per minute plans and inexpensive, flat rate, "all you can talk" packages. Great for companies!
8. We offer our services in all fifty states. If you have friends or relatives in the U.S., we can help.
9. Last but not least, if you have a business, we offer discount local phone company service. Savings generally come to 15-20% per month—often using the same SBC or Verizon lines and same phone numbers you are using now.

Bottom line? If you use ANY phone, we can probably save you money. And if we make more money from LP users and referrals, the ad revenue to the California LP grows as well.

Give us a call at **1 (800) 914-8466**, or e-mail me at **RichardRider@EconomyTelcom.com**

■ LPC Convention 2004

The Road to Success

Presidential hopefuls Michael Badnarik and Gary Nolan! PayPal founder Peter Thiel! Rev. Lynette Shaw, medicinal marijuana activist! LNC Chair Geoff Neale! Tax fighter extraordinaire Richard Rider! LNC Director Joe Seehusen!

These illustrious libertarians will be speaking at the LPC's annual convention, focused this year on "The Road to Success," storming San José Airport's Doubletree Hotel on March 12-14, 2004. Mark your calendar and prepare to be inspired!

We've patronized this hotel on several occasions, but they're

undergoing a \$4 million remodeling prior to our convention. Thanks to Gray Davis and the legislature, the economy is in the toilet. But that also means that hotels are dropping their prices substantially. The room rate for our convention is just \$89 per night (plus tax), single or double occupancy.

Invited to speak, but unconfirmed as yet are actor Dean Cameron, and radio talk show hosts Gene Burns from San Francisco and Neal Boortz from Los Angeles.

Check back next month for more additions to the program. ●

For sneak previews of *California Freedom*, check out **www.CA.LP.org**.

The newspaper will always be posted to the LPC web site before its month of issue, and before it arrives in your mailbox.



Welcome Aboard!

The LPC is pleased to announce the following 37 new members who joined in August, including Mark Cosio, a health care facility cook, Scott Kalloger, a ranch foreman, Chico State student Allen Ricks, and John Rolker, a self-employed scientist. We hope to be able to welcome all of you in person soon at your local discussion groups, meetings, and events!

Doradee Bashar	Montrose	Scott Kalloger	Three Rivers
Tracy Berry	El Centro	Ryan Kelley	Brawley
Jerram Betts	Santa Monica	Dana King	Lancaster
Noel Camico	El Centro	Jeremiah Lee	Redlands
Ishar Carmichael ...	Los Angeles	Rudy Lopez	Brawley
Mark Cosio	Brawley	Celine Mui	San Francisco
Steve Dekorte	San Francisco	Patelli Paschal ..	Huntington Beach
Michael Diaz	Rialto	Gil Perez	El Centro
Michael Dilger	San Francisco	Rob Pollard	Torrance
Paula Ethridge	La Mesa	Allen Ricks	Santa Rosa
Josie Etrata	El Centro	John Rolker	Carlsbad
Nadia Figueroa	Studio City	Ned Roscoe	Benicia
Robert Francour ..	Laguna Niguel	Marcella Ruble	Orangevale
David Fried ..	South Lake Tahoe	Chris Shaul	El Centro
Roberta Gluzand	Torrance	Paul Valenzuela	Holtville
Richard Hanevik	Hesperia	Tamee Valenzuela	Holtville
Ross Hanson	Los Alamitos	Karen Wenzinger ..	Pleasanton
Marie Hiltcher	Auburn	John Young	San Francisco
Andy Hsiung	Pasadena		

SO YOU WANT TO BE GOVERNOR?

"I wouldn't know where to begin!"

-Connie Wood
UPS Driver, Democrat

■ Last in a Series

Remember: *They Need Us*

by **Sandra Kallander**

LPC Activist and Sales Professional

In our first installment in the August issue of *California Freedom*, we asked lots of questions to find out what will motivate a prospect to join the LP. Among them were questions about an experience the prospect might have had where government intruded on his life.

We set out goals:

1. Find out what your new prospective member has been willing to do, and why.

Now we see how far his goals and ours align.

2. Find out what he wants to do now.

We asked for details: What happened? How did you feel? What did you do? Are you happy with how it ended? Will it ever be right? Have you given up?

Now we're ready to show him how the LP can help him. The next goal was:

3. Connect the prospects' goals to your goal of more members.

Based on the reason your prospect gave for why the battle was won, lost, or abandoned, we then told him what the LP can do for him, using examples based on the details of the prospect's experiences.

Suppose you have found out your prospect is frustrated and annoyed because he is selling his house and the city of Los Angeles requires that he obtain a certificate to prove to the buyer that he has a low-flow toilet and showerhead. He had to stay home from work to get a contractor to sign on the certificate (at some inconvenience and expense) and pay a \$15 fee to the City.

To add insult to injury, the prospect bought his house only two years ago and it was certified then. He called the escrow company, the City, and e-mailed his City councilman before giving in and paying the fee. He's already locked in to buying his next home in the City, but now

he wishes he had bought elsewhere, since he'll have to endure this again when he sells.

Then you told him how the LP was committed to getting people into office who would reduce such regulations, and respect him as an adult who can decide for himself how to best save water and make the world a better place. You described how the LP lobbies and petitions to get fees, taxes, and regulations reduced, and how we do this work without requiring our members to take time off work or hire a contractor.

Now we see how far his goals and ours align.

Goal 4: Make sure they get the most benefit.

Having established why he needs to join us, make sure the prospect gets the maximum benefit. The more he is willing to pay, the more benefit he is gaining. Ask for too little, and you're cheating him of value. This is all about what he needs, so don't impose your values on him.

Offer a lifetime membership of

\$1,000.

You don't know for sure that he'll laugh. Remember, you know he's mad, frustrated, wounded, or motivated to get even. Paying \$1,000 to a group like ours could relieve a lot of frustration. Take that!



• Sandra Kallander

Is a lifetime membership worth \$1,000? Ask, "How long do you plan to live? How much did you pay in property, income, and sales taxes last year? Do these bureaucracies work and lobby to spend more of your money every year, or less? You gave them thousands of dollars, this year alone. Doesn't it make sense to support an organization dedicated to spending less of your money each year? And, if you will be living 20 more years, a one-time fee of \$1,000 is only \$50/year. Isn't that a bargain?"

Offer \$25/month (or sensible amount based on demographics).

Consider starting with \$1,000 for a lifetime membership as an icebreaker. Make him state a rea-

son for turning it down; then, if the reason is money, ask if a monthly pledge would work better for him.

Monthly pledging is extremely valuable to the LP, but that is not your focus. You're trying to give maximum value to the prospect. Remember, anyone who can pay \$25 this month, can probably afford to pay it every month, and feel good about the benefit 12 times a year instead of just once.

Ask him to join for \$25/month, or more. The only reason for asking for less is doubt: yours and his. Your doubt is resolved by asking more questions. If you know what he wants and needs, offering membership as a solution to his problem is easy.

Make him refuse the offer.

Don't give another choice until you hear, "No." Don't give him another choice until you know why he refused. This is your chance to learn what the objection is. You are listening for the reason. If he doesn't volunteer the answer, ask why, and listen

• See **They Need Us** page 6



by **Ted Brown**

Chair, Elected Official Support

This month we focus on two Libertarian officeholders, one who is completing his term of office and another who was recently elected.

Al Swain

Whitmore Union School District, Shasta County

Al Swain was a member of the LPC State Executive Committee in the mid-1990's and ran for State Assembly in 1996. After that race he decided to get experience in local politics before moving up the political ladder.

His chance came in November, 1999, when he was elected to the board of the Whitmore Union School District in rural Shasta County. He has been board president for the last two years, but has decided not to run for re-election this November.

The district is one of the smallest in California, with just

■ Libertarians in Public Office

Influence Attained on Local Boards

one elementary school, nine employees, and 34 students. In area, however, it covers one of the largest territories of any district. The annual budget is \$320,000. The district has had as many as 116 students and has facilities for at least 100 now.

A major issue in the district involves interdistrict transfers. Parents seek to transfer their children to schools in a district other than the one in which they reside. Whitmore Union's policy has always been, "the parent is always right." Any transfer requested has been granted. Recently there have been 52 students who live in the district who have transferred to neighboring districts, while none has come the other direction. There is a move underway to change this policy and force district residents to stay in the local district. Al Swain opposes this change.

Swain has also made other proposals, such as bringing solar power to the school to offset long-term revenues. This district receives no bond money. The

main building was a bequest from a resident thirty years ago, and there are many contributions of money and labor from within the community, a trend a Libertarian can applaud.

Thank you, Al, for your efforts in Shasta!

Melissa Manfre

Orangevale Park & Recreation District, Sacramento County

In the mid-1990's, Libertarian David McCann served on the Orangevale Park & Recreation District Board, but didn't seek re-election. In November of 2002, the voters awarded another Libertarian the job: Melissa Manfre, who'd previously sought the position unsuccessfully. But the second time was the charm.

Manfre, an insurance claims adjuster by trade, had used the district's services, but was not happy with the way the district was being run. The district has

• See **Local Boards** page 6

Decisions, decisions

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Writers wonder *whether* to Capitalize.

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They Need Us

Continued from page 5

for: "I don't like politics" (what if the party were dedicated to reducing politics?), "I don't want to join a political party," "I don't have the money," "it's too much money," "my spouse would never forgive me," "I don't see the benefit," or "I'm afraid you're a cult" (what has he heard?). *Whatever it is.* Listen for doubt. Doubt means there's interest.

Now you can deal with the objection. It may not be the money. I don't want to join a political party. Why? Don't lecture; ask questions. If he's afraid we're too influential and powerful, that we'll be too successful, reassure him. If he isn't eligible to vote, reassure him (this is his chance to influence other voters). Don't offer a new deal or a reassurance until he says *why not*.

My spouse would never forgive me if I joined the LP. Don't panic; ask, "Why?" If there is an ideological conflict, ask: "What if you said you wanted to keep an eye on us?" If it's an issue regarding the family budget, respond accordingly.

"Trial" Membership. If you still can't resolve his doubts, but

Doubt means there is an interest.

you know there is still an interest, *then* offer a "trial membership" (\$25/one year). This offer may be accepted with relief if it's more in line with the benefit he sees.

I don't have the money. Remind him of his need for us. ("You said you wished the tax code were simpler. Look what we did in Massachusetts. What if we did that here?") If he still refuses because \$25/month is a genuine hardship, *then* offer \$10/month. Explain that this will get him the LP News with all the progress reports on his issue (tie it back to his need). Make him say "no." Then, if it's still money, offer the trial membership of \$25 for one year.

"Too much money" is usually a way of saying he doesn't see the value. Until you get him to see the value (tied to his need for us), you won't have a sale at any price and discounting the price is a waste of time. Remind

him what he needs and how the LP can help. If he says "no," then make another offer. Remember, if he's expressing doubt, he's interested.

The monetary value of membership in the LP varies widely from person to person. It is our job to find out what value it could have for each unique prospect and reveal it to him.

In summary: What does your prospect care about? How does he wish it were different? Why didn't he act—or succeed—alone? How can we help in such a way that the outcome, next time, might be better for him? Make the classic feature-benefit connection. Wouldn't he like to help us help him?

Obviously, these conversations are fluid. If you're really on your game, you can pose a series of questions that will lead the prospect to ask to join. ●

Sandra Kallander won awards at Sears for selling maintenance agreements, not by selling to more people, but by selling multi-year plans to those who want the coverage. Named 2002 Activist of the Year by LP of L.A. County, she is promoting Culver City Utility Tax Reduction, on the ballot in 2004.

Local Boards

Continued from page 5

thirteen parks and fourteen employees. The annual budget is about \$3 million. There are five board members, but the staff handles the day-to-day running of the district. There are three different assessment districts, where voters passed propositions to give the board more money for certain projects. Thus, the board must work with three different budgets, with limits on how to spend the money. The budget comes from property taxes and builders' fees.

The other four board members are Republicans, but Manfre says that some are conservative and some are not. Although she finds some of them to be a bit irrational in their thinking, she says that they are a good group of people overall.

Manfre serves on two committees: Recreation and Personnel.

She is involved in labor issues, but notes that the board is limited by state labor laws as to what they can do. The employees are not union members, but are eligible for the county employees' fringe benefits package.

Manfre says that as a Libertarian, she's not totally opposed to the privatization of parks, but she wouldn't expect a good reaction if she were to propose it. She advocates partial privatization, such as private vendors running the local Frisbee and golf programs. She is active in looking for more competitive bids than the district has had before.

For 2004 Melissa Manfre hopes to move up the political ladder, having announced her candidacy for the 5th State Assembly district seat in Sacramento County. We wish you continued success, Melissa! ●

SO YOU WANT TO BE GOVERNOR?

"Cap sales tax at five percent."

-William Slaninko

Medical Laboratory Assistant, LPC Member
West Covina



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Indifferent to the Recall? Vote Anyway!

Indifferent to the Recall? Vote anyway! California's upcoming election is about more than just firing the governor—also on your ballot will be two important propositions. Recent headlines have revealed that one lone vote can make or break an election, so be sure to visit your voting booth and punch that card!

Proposition 53, Infrastructure Investment:

This is a legislative constitutional amendment called "California Twenty-First Century Infrastructure Investment Fund; Resolution Chapter 185, Statutes of

2002" (ACA 11, Richman). It asks:

Should the state dedicate up to 3% of General Fund revenues annually to fund state and local (excluding school and community college) infrastructure projects? This measure would increase the amount of General Fund revenue committed to pay-as-you-go capital outlay projects for both state and local governments.

The Libertarian Party of California OPPOSES Proposition 53.

Proposition 54, Racial Privacy:

This is a legislative constitutional amendment called "Classification by Race, Ethnicity, Color, or Na-

tional Origin." Ward Connerly is the champion of this ballot measure. It asks:

Should state and local governments be prohibited from classifying any person by race, ethnicity, color, or national origin? Various exemptions apply. This measure restricts, effective January 1, 2005, state and local governments from "classifying" information on a person's race, ethnicity, color, or national origin for the purposes of public education, public contracting, public employment, and other government operations.

The Libertarian Party of California ENDORSES Proposition 54.

The Libertarian Party of California recommends:

Proposition 53

Infrastructure Investment

☐ Yes

☒ No

Proposition 54

Racial Privacy

☒ Yes

☐ No

For more details about Propositions 53 and 54, visit SmartVoter.org/2003/10/07/ca/state/prop/.

VOTE

T-Dogg Studios for Governor!



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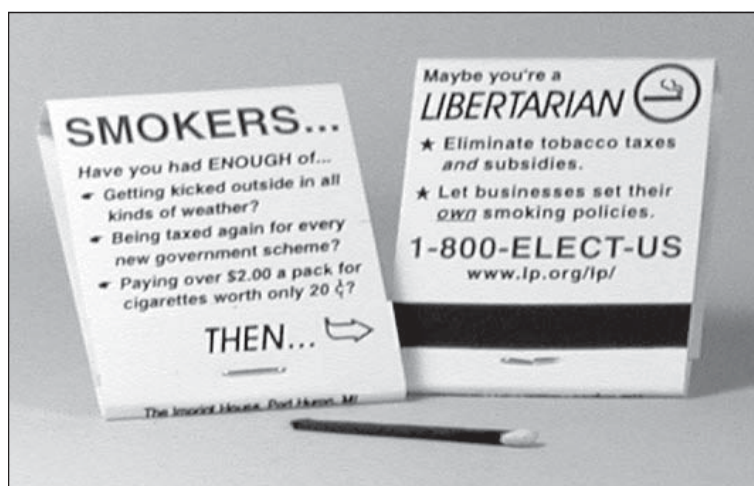


Photo: Elizabeth C. Breyer

• **Smokers and everyone else! Light a fire under those who'd pick on you and your unpopular habit. Roscoe for Governor!**

Is Tax Freedom Possible?

by Al Newman

Member, LP of Santa Clara County

Could California's status as one of the most heavily taxed states have earned it the honor of being host to an annual convention culminating a series of tax freedom rallies? Well, this year's Free Enterprise Society convention, held August 16-17 in Sunnyvale, sure was worthwhile for those of us still toughing it out here!

This year the emphasis was less on tax freedom, and more on other facets of freedom.

Speaker Larry Sontag asserted that although big government monitors your every move these days, it can be stopped. The author of a very helpful little book, *It's None of Your Business*, he shared the different ways you must preserve your privacy today.

Rich Diamond, Director of Reality Freedom, wants to help patriots not be broke, and has developed a unique way to deal with real estate without using a social security number and with no re-



• Al Newman

porting. Also notable was attorney Larry Becraft, a Constitutional attorney from Huntsville, Alabama. He won the acquittal of Lloyd R. Long, and served as lead counsel in 17 acquittals in the Franklin Sanders case, as well as earning felony acquittals in Brad Laeger's case.

Many other outstanding speakers, along with the very interesting book tables—so many books, so little time!—made it difficult to know how to allocate time at the convention. All in all, it was an outstanding rally at a very reasonable price.

For those of you who missed the rally, tapes are available. See www.FreeEnterpriseSociety.com. •

Al Newman is a long-time income tax non-filer and quite proud of it. His next two key issues are protection of our second amendment rights and stopping the War on Drugs. Newman has been involved in the LP almost since its inception, and has spent the last 47 years living in the S.F. Bay Area, where he works on call in construction trucking.

SO YOU WANT TO BE GOVERNOR?

California's collapsing state economy demonstrates clearly that welfare state government eventually becomes a political black hole, gobbling up everyone's wealth and giving little in return. The problem is too many taxes, regulations, bureaucrats, and politicians.

"To fix our deteriorating schools, roads, power grid, and public services, we need to privatize everything as quickly as possible. Do what Poland, Lithuania, and other former Soviet colonies did: Issue shares for existing public services and distribute them

equally to the citizens of California. The people then will truly own their public institutions. By consolidating and trading shares, they'll be able to create quickly a multitude of diverse free-market schools, bridges, power stations, and other public services that work and make money without taxing anyone."

—Jarret B. Wollstein
Board Member, International Society for Individual Liberty; Author of *Surviving Terrorism*
Pleasanton

■ Taking Action

Diamond Quiz Sells like Cotton Candy

by Lance M. Brown

Chair, Nevada County LP

The Nevada County Libertarian Party was unique among "third" parties in hosting a booth at this year's Nevada County Fair. It was the debut appearance at the fair for our local group, founded about four years ago (a previous Libertarian Party of Nevada County group had attended the fair about ten years ago).

The focus of the booth was on administering "The World's Smallest Political Quiz," and trying to secure contact information from interested parties. We used a bit of a "gimmick" to encourage people to give up their info: we held a drawing for copies of Cato Institute's pocket-sized U.S. Constitution, and Harry Browne's *Why Government Doesn't Work*. Anyone who gave us their e-mail address, or name and phone number—one of those two *free* ways



• Lance M. Brown

to reach them—earned an entry in the drawing. Information overload made people a little shy about signing up for more e-mail, but still, about one of every ten people gave us contact information. And since we gave about 800 quizzes, that means we got an abundance of new local contacts!

We had two of the large diamond charts, because our booth had traffic on two sides, and by the end of the week both charts were nearly overflowing with colored dots. The most active quadrants were Libertarian, Liberal, and Centrist, though we found there was an unsettling amount of activity in the Authoritarian quadrant.

The booth was a tremendous outlet for local outreach, and many people thanked us for being there as an alternative to

those other two parties. Meanwhile, the local Democrats were buying out our anti-"USA-PATRIOT Act" buttons, and some of them were even wearing our "Legalize Freedom" buttons, bearing our web site address!

All in all, our county fair booth was important, productive, and fun, and it was a great chance for our party to be an active participant in the community. It was a major learning and growing experience for our group too—a lot of our members and supporters pitched in, and LP leaders from three adjacent counties helped out. Stop by our web site (www.NCLP.org) and see the pictures! •

Lance M. Brown is a Libertarian candidate for president in 2008 (see Freedom2008.com). He is CEO of PeoplesForum.com, an on-line debate and discussion community. He is co-founder of the Nevada County Bill of Rights Defense Committee and runs several political web sites, including PNAC.info and CampusLP.org. He can be reached at Lance@NCLP.org.

So you Want to Be Governor?

Continued from page 1

nearly all lift. Taxes work the same way. Decreasing expenses, and income, will make the whole system more efficient. And demand that our citizens take appropriate responsibility for their livelihood.

4. *The State (any state) must not be an instrument of equalization or social engineering.*

The State must protect all citizens equally. Period.

It should not strive to fix real or perceived wrongs of the past by perpetuating bias and bigotry in the present. It is not the responsibility of the state to "take care of" us, but to end unfair practices and punish transgressors. It is our social institutions which should "take care of" us. The State is not a social institution. By removing the challenges and stresses of life for our citizens, the state only serves to make them dependent and unproductive.

5. *Embrace Personal Responsibility.*

If you do nothing else, heed this: Live a life of Personal Responsibility. Demand it of your staff, and request it of your employers (the citizens of California). Ask—no—require all of us

If you do nothing else, heed this:

Live a life of Personal Responsibility.

to take responsibility for the results of our living.

6. *That was all philosophy; here is concrete:*

a) Terminate automatic-increment (zero-base) budgets.

b) Cull 20% of the state workforce aggressively.

c) Take all steps to neuter labor union control of state workforces.

d) Eliminate all duplicated effort immediately.

e) Promote for competence; fire for incompetence.

f) Refuse unfunded federal mandates (the Constitution supports you in this).

g) Start the process of ending future-bankruptcy budgeting via the Initiative Bond process.

h) Ask the Regents to require

fluency in a non-native language for a high school diploma.

i) Integrate the U.C. and C.S.U. systems as a partner to create businesses, incubate inventions, produce trained leaders and workers, and build a business climate that is productive, not predatory.

j) Work with the California Bar to set higher standards for lawyers, and punish opportunistic trial lawyers. If you bring forth a frivolous lawsuit, you are barred from working as a lawyer. Put the participating attorneys at some personal risk.

k) Enforce the July 1 budget deadline. If not met, fire all participants and seek replacements. Their pay for the prior year then becomes due to the treasury since they will have failed in one of their principle duties.

l) Revamp the Workers' Compensation system. Pay fair claims for reasonable treatment. Punish fraud at the harshest possible level.

That's enough for your first day in office. Call me at your leisure for the Day 2 agenda. •

Guest contributor Richard Terrill is a businessman, writer, gun rights advocate, and private pilot residing in Saratoga.